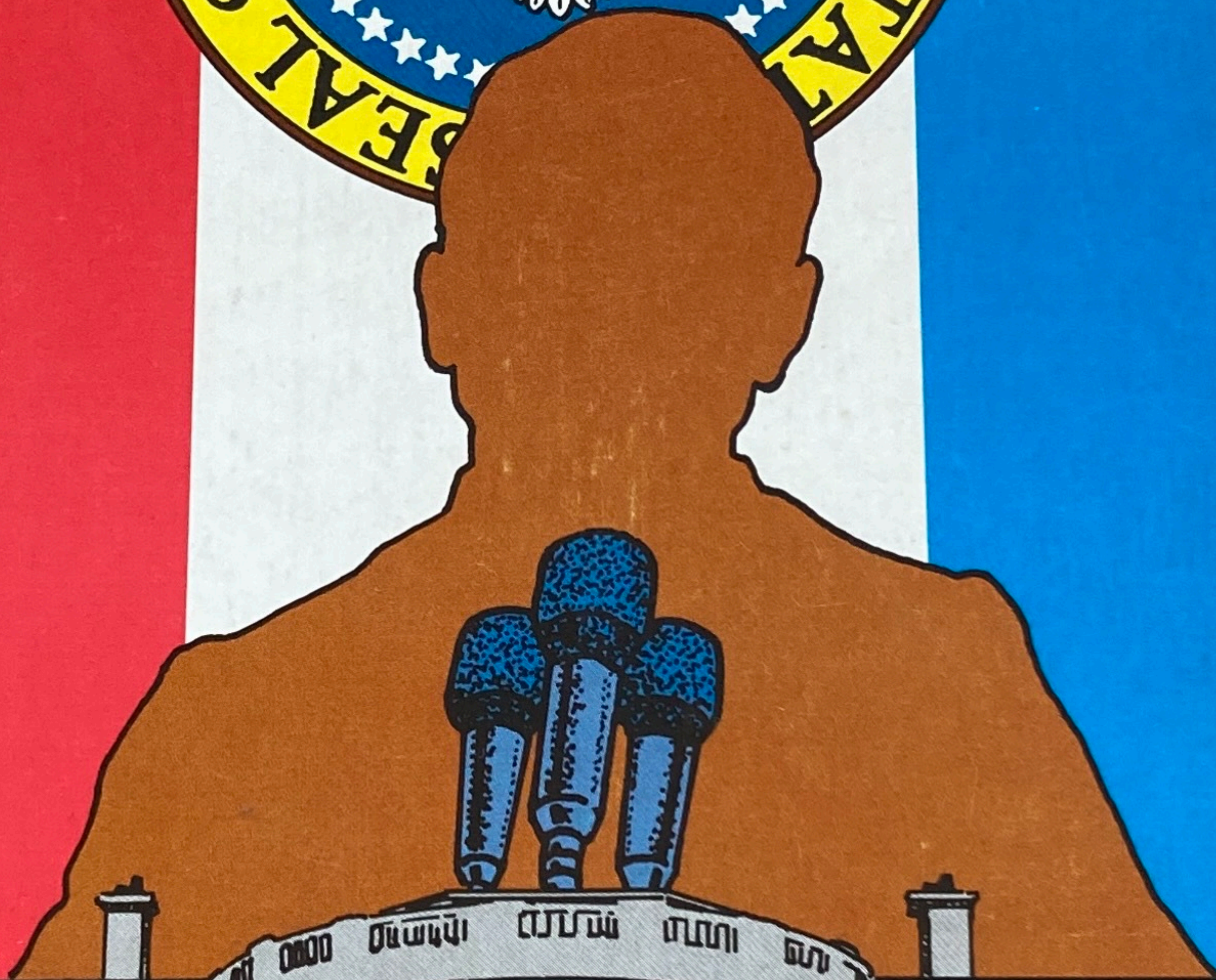


A COMPUTER STRATEGY GAME OF THE CAMPAIGN FOR THE PRESIDENCY

PRESIDENT ELECT™



STRATEGIC SIMULATIONS INC.

THE RACE FOR THE PRESIDENCY OF THE UNITED STATES IS ON!

And like a coach/runner, you set the pace and strategy for this grueling, nine-week marathon to win the highest office of the nation.

PRESIDENT ELECT™ is the perfect release for the armchair politician in all of us. Disenchanted with the way previous elections have gone? Disappointed with the campaign strategies of your favorite candidates? How would JFK and Ronald Reagan have done against each other? How would you do if you ran for president?

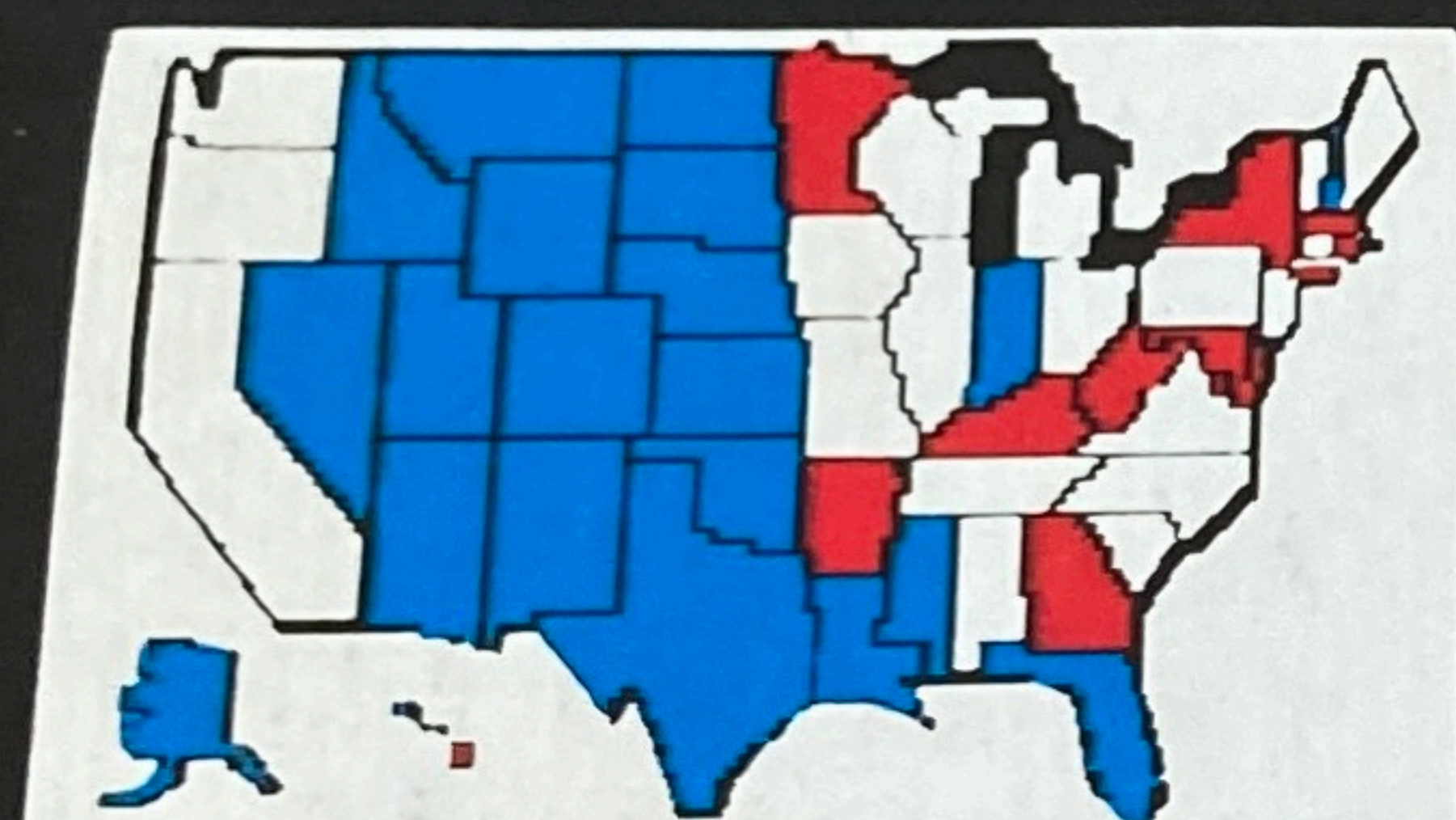
No longer do these frustrations and questions have to go unanswered. Every major electoral parameter has been duplicated to make **PRESIDENT ELECT** the most accurate and realistic model of the campaign process ever made.

Aside from being just a whole lot of fun, this game also holds tremendous potential as an educational tool.

POLITICAL CLIMATE.

You can contest any election from 1960 to 1984 using actual historical candidates or ones you make up.

At the beginning of the game, the computer reflects the prevailing political climate of the specified time based on economic factors and U.S. and foreign news. The candidates' political persuasions will have been either preprogrammed or rated by you based on their responses to over 20 issues as diverse as ERA, environment, SALT Treaty, PLO....



HIT ANY KEY TO CONTINUE...

Every turn(week), Hi-Res map of the U.S. colors states according to the party to which its electoral votes belong. Red for Democratic; blue for Republican; stripes for third party; and white for undecided.

THE CAMPAIGN.

You are given a fixed amount of money to spend on your candidate's campaign. You must allocate your funds among national, regional, and key-state advertising. Time and frequency of campaigns stops must also be carefully planned to avoid fatigue. During the campaign, national and foreign crises may arise to challenge you.

You'll be asked if you wish to debate. Like a real debate, you'll be scored on your answers and speaking ability.

NOW STARTING THE WEEK OF
SEPTEMBER 1 - 7

AS OF LAST WEEK, THE AVERAGE NATIONAL
POLL GAVE THE FOLLOWING PERCENTAGES AND
PROJECTIONS FOR EACH OF THE CANDIDATES:

CARTER	42%
REAGAN	35%
ANDERSON	14%
PROJ. ELECTORAL VOTES:	
CARTER	122
REAGAN	142
ANDERSON	9
TOO CLOSE TO CALL 274	

HIT ANY KEY WHEN READY TO CONTINUE...

Weekly
polls
project
shifts in
popular
and
electoral
votes

CARTER CAMPAIGN SPENDING...WEEK 1

\$ UNITS LEFT: 5000
OVERHEAD (MINIMUM) EXPENSES: 500
MAX. ALLOWED EXPENSES FOR WEEK: 4333
SPENT SO FAR THIS WEEK: 1000
CAMPAIGN STOPS
INCLUDES SPEECHES AND APPEARANCES BY
THE CANDIDATE ON THE CAMPAIGN TRAIL...
COST PER CAMPAIGN STOP = 35
COST PER DIFFERENT STATE = 20
COST PER DIFFERENT REGION = 45
MAX STOPS/WEK = 35
FATIGUE EFFECTS IF > 25
♦ STOPS IN CALIFORNIA? 3

Screen
displays
campaign
spending
status and
campaign
stops.

QUESTION DIRECTED TO: 1

WHAT IS YOUR POSITION ON THE
CURRENT MILITARY BUDGET? ARE
THERE ANY AREAS YOU BELIEVE
THAT NEED TO BE CUT OR
INCREASED?

ENTER THE % OF TIME THE CANDIDATE WILL
ALLOCATE TO EACH LINE OF ARGUMENT:

2
DISCUSS RELEVANT CONSIDERATIONS
STATE OWN POSITION
CONTRAST POSITION WITH OPPONENT'S
ATTACK OPPONENT'S POSITION
KILL TIME (GOOGIE, ANECDOTE, ETC.)

A sample
question
and its
possible
approaches
during a
debate.

ELECTION NIGHT.

This is it! Election night can be resolved instantly for the impatient at heart. Or it can be simulated as a hair-raising, minute-by-minute experience.

THREE-PLAYER GAME.

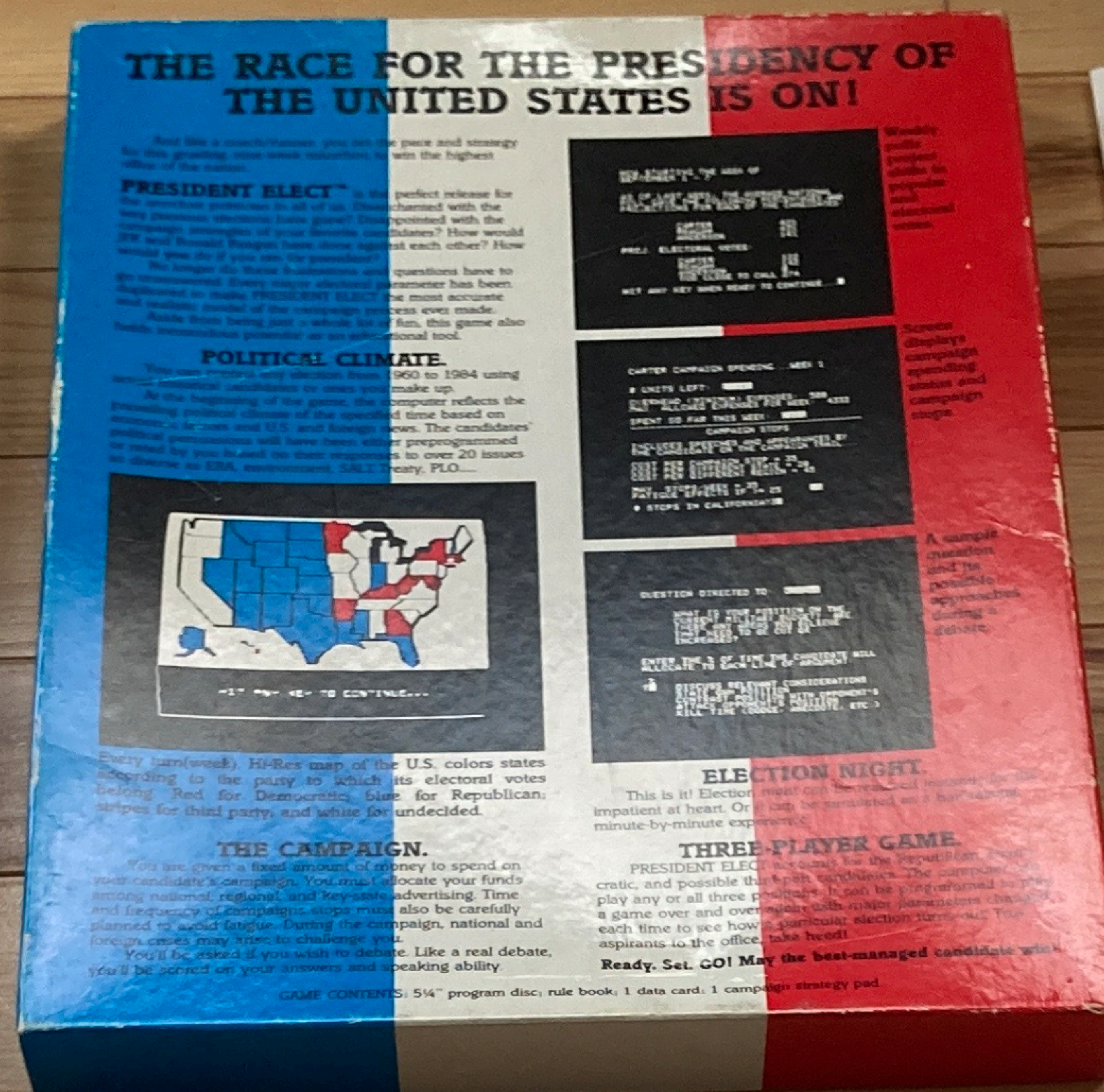
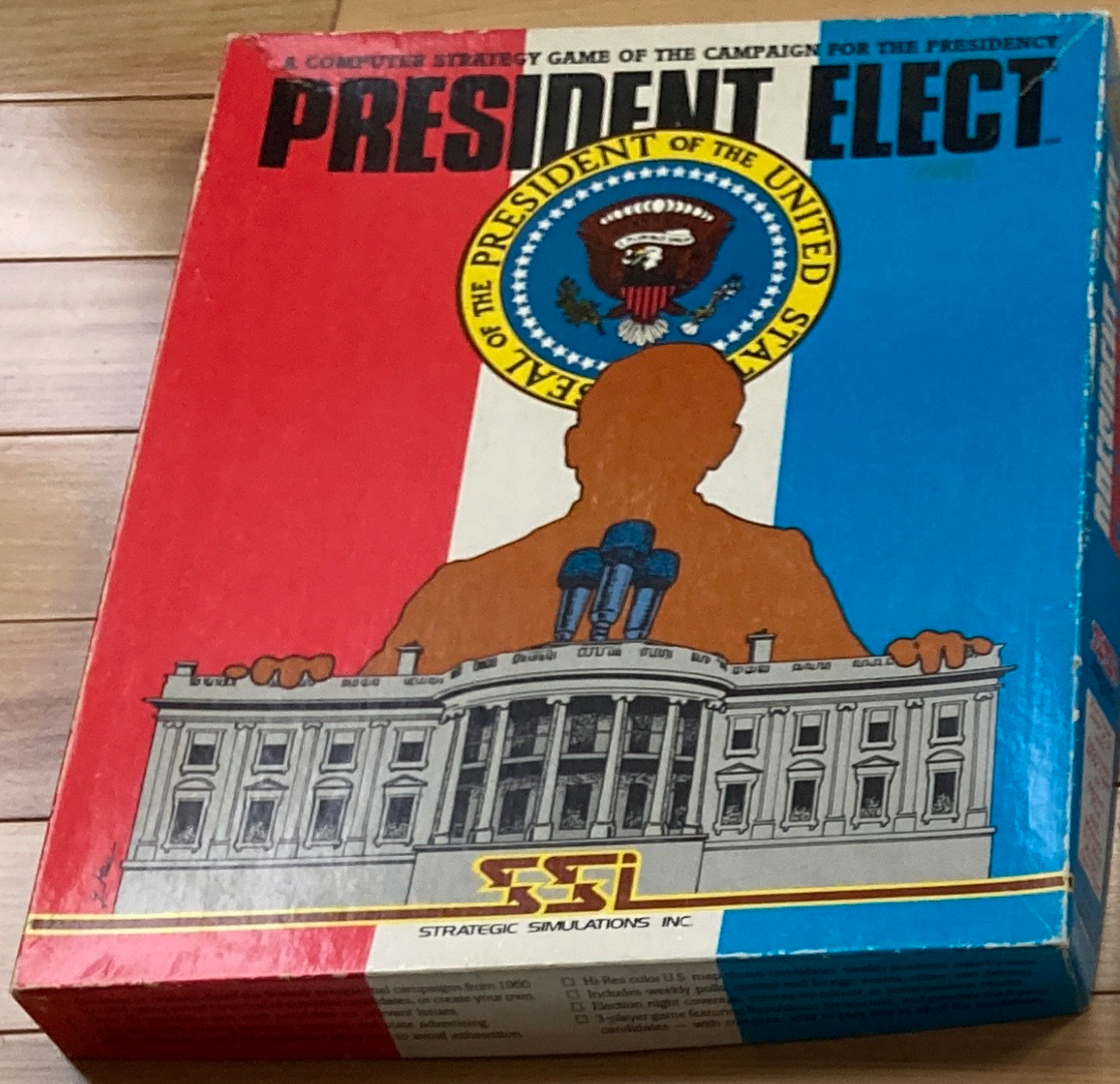
PRESIDENT ELECT accounts for the Republican, Democratic, and possible third-part candidates. The computer can play any or all three positions. It can be programmed to play a game over and over again with major parameters changed each time to see how a particular election turns out. True aspirants to the office, take heed!

Ready. Set. GO! May the best-managed candidate win!

GAME CONTENTS: 5¼" program disc; rule book; 1 data card; 1 campaign strategy pad.







PRESIDENT ELECT CAMPAIGN STRATEGY SHEET

CANDIDATE _____

Week	1	2	3	4	5	6	7	8	9
Cash Remaining \$									
Overhead \$									
National Ad Dollars \$									
Regional Ad Dollars \$									
Names:									
Individual State Ad Dollars \$									
States:									
Campaigning:									
Total Dollars Spent Campaigning \$									
Notes, Like "Debate" or "Trips" Abroad									
Total Spending \$									
Weekly Poll Total Votes	%	%	%	%	%	%	%	%	%
Candidate #1	%	%	%	%	%	%	%	%	%
Candidate #2	%	%	%	%	%	%	%	%	%
Candidate #3	%	%	%	%	%	%	%	%	%
Electoral Votes									
Candidate #1									
Candidate #2									
Candidate #3									
Too close to call									



PRESIDENT ELECT

SHORT RULES

INTRODUCTION. PRESIDENT ELECT is a comprehensive simulation of presidential campaigning from labor day to election night. Game functions are rooted as closely as possible to real life, to campaign, players must plan and execute strategies of their own choosing. Success in a campaign is a function of these strategies, the inherent strengths and weaknesses of the candidates, chance events, and the pre-campaign situation.

THE SET-UP. To begin play, insert the game disk into your drive and turn on the computer. The first question will ask you whether you wish to 1) start a new game, 2) continue a saved game, 3) demonstrate the graphics, 4) have the computer demo the game by playing the 1960 campaign without player participation. After choosing the indicated option you will be asked whether you have a color or black-and-white monitor. Subsequent questions are self-explanatory.

If you have selected a new game, you must construct your own scenario. The importance of this segment cannot be overstressed, as the variables you enter have a direct and powerful influence on the course of the game. To construct a scenario, answer each question as requested on the screen and refer to the game manual when necessary. Following are a few notes on setting up a scenario.

- 1) Election years are different in two ways. First, the number of popular and electoral votes conform to history, adjusted in the case of popular votes by likely voter turnout. For example, Florida has 10 electoral votes in 1960 and 21 in 1984, due to population shifts. Second, each state is biased to a different degree for one party or another. Massachusetts is much more liberal than Utah. This bias changes from election to election.
- 2) Historical scenarios are just that — the historical candidates and conditions are entered automatically. A historical scenario gives you the ability to change conditions and candidates, even to the point of constructing a fictitious candidate. This allows YOU to run for president.
- 3) Candidates can be selected irrespective of their party or actual time frame, however unrealistic George McGovern running as a Republican in 1964 may seem.
- 4) How the state of the union affects the campaign depends upon who is the incumbent, how the state of the union was when the incumbent party took office, and how good or bad current conditions are.

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THE GAME. The campaign is nine weeks (turns) long. Each week players receive a poll that shows the national popular vote with a 2% margin of error (on rare occasions the error may be greater). The individual states have a 4% margin of error. For a state to be considered likely to vote for a candidate the polls must show the candidate leading by over 4%. For a state to be considered solidly in support of a candidate the candidate must be leading by over 6%. During the campaign the candidates try to improve their positions through the expenditure of campaign funds on overhead, advertising, campaign stops, and foreign travel.

OVERHEAD. Overhead is unavoidable; for major candidates overhead starts at \$500 units a week and increases by \$100 units each week. It does not contribute directly to swaying votes, but is essential in running a campaign. Overhead is variable for third-party candidates.

ADVERTISING. There are three kinds of advertising, each serving a different purpose.

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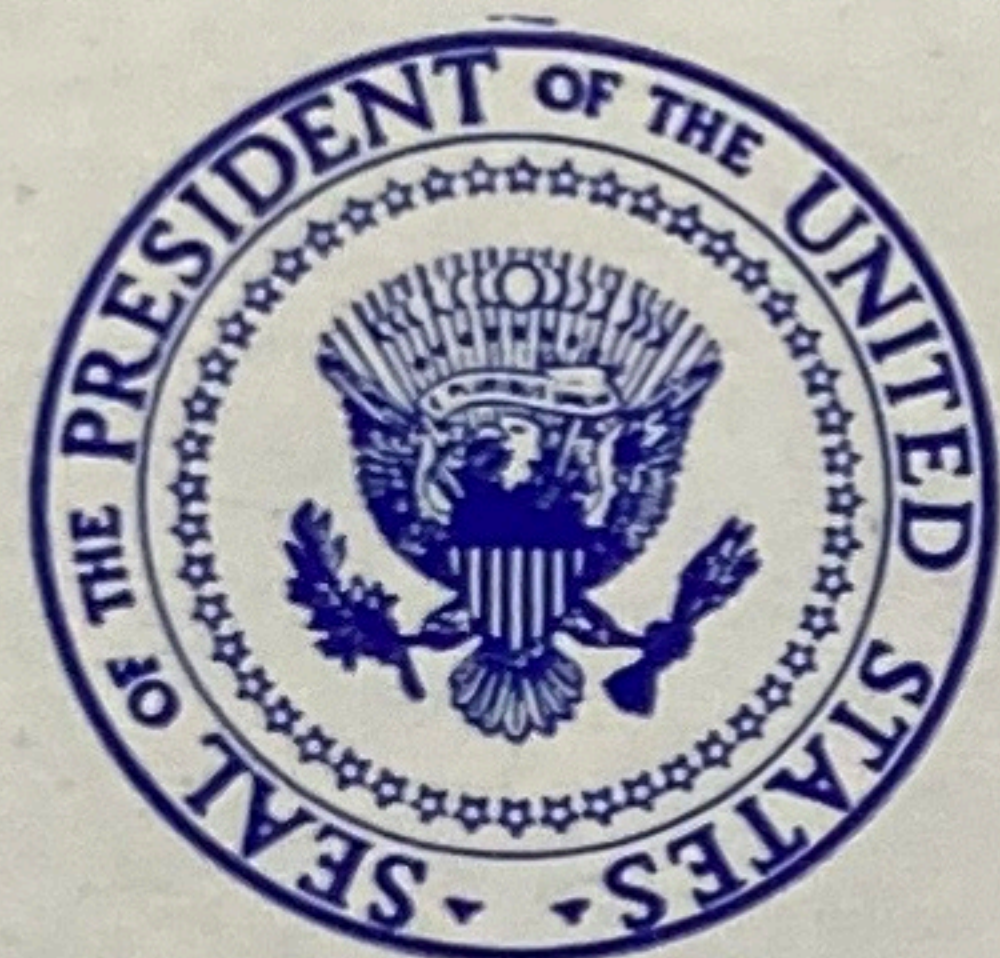
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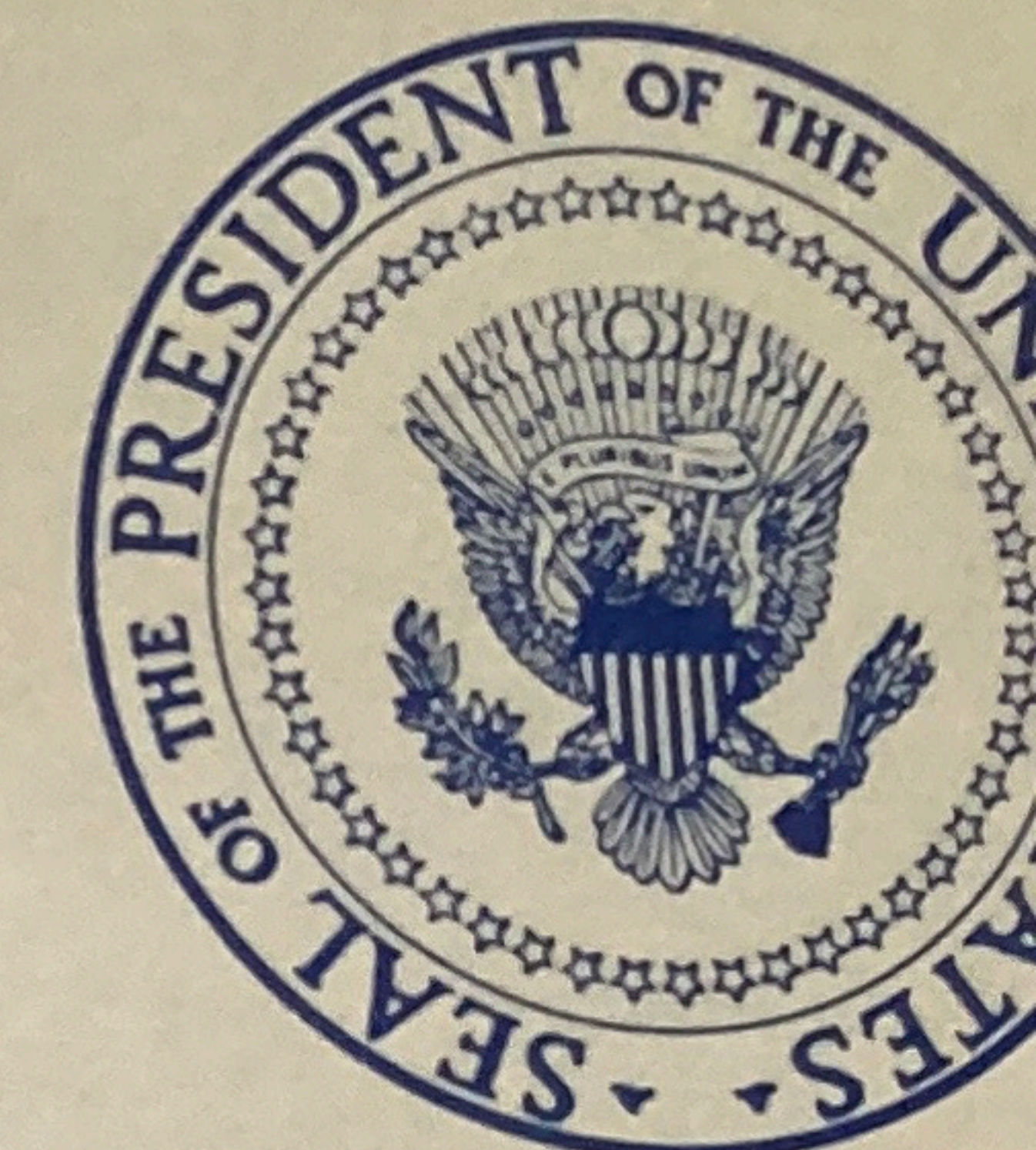
PRESIDENT ELECT

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You never thought your computer could be this exciting!



INTRODUCTION.

sive simulation of pre-
election night. Game f
to real life; to camp
strategies of their ow
function of these stra
nesses of the candida
situation.

THE SET-UP.

To
drive and turn on the
whether you wish to
game, 3) demonst
demo the game by
participation. After
asked whether you
Subsequent questi

If you have sel
own scenario. Th
overstressed, as t
powerful influence
scenario, answer e
refer to the game
notes on setting

- 1) Election years
popular and e
the case of
example, Flor
1984, due to
to a different c
is much mor
election to e
- 2) Historical sce
and conditi
scenario giv
candidates,
candidate. T
- 3) Candidates
actual time

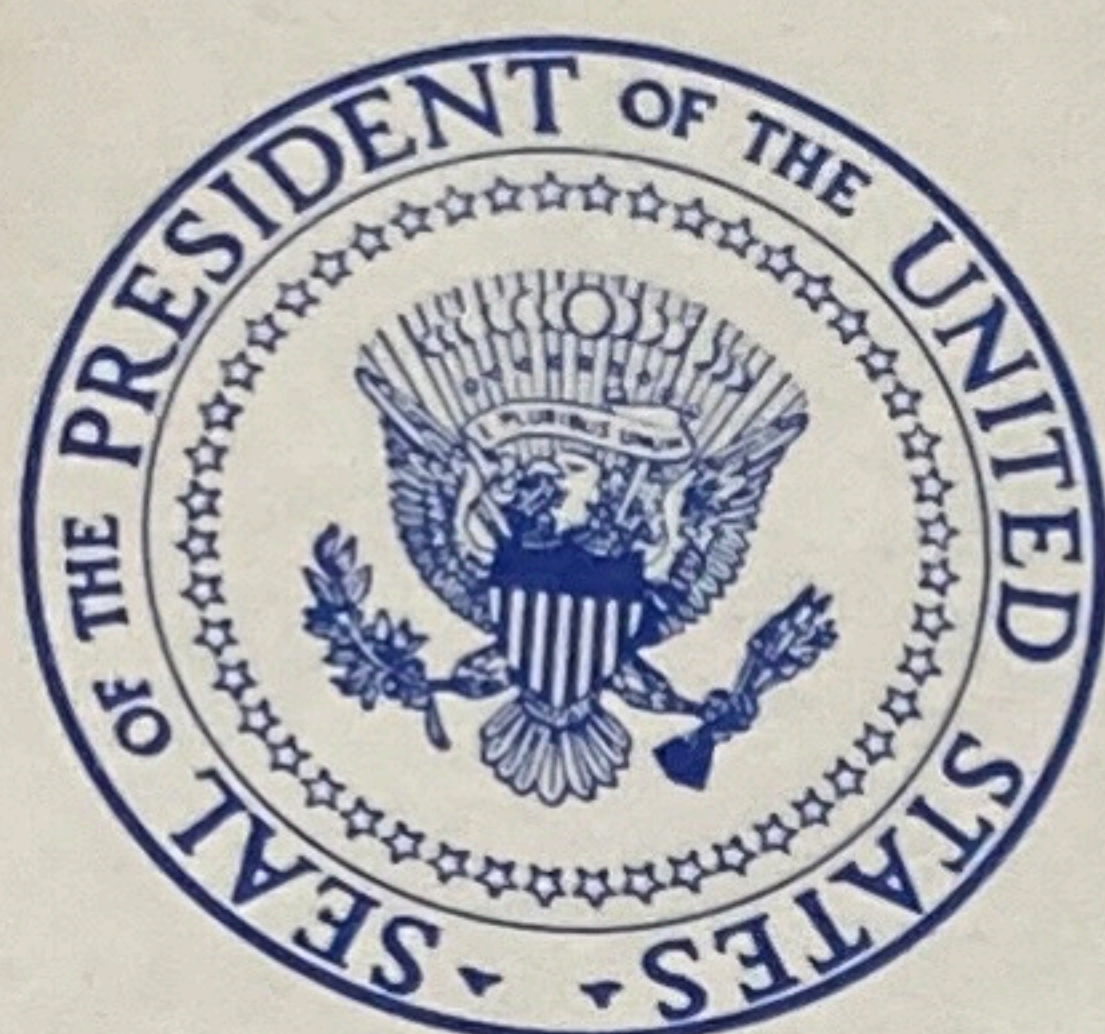


**PRESIDENT
ELECT**

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PRESIDENT ELECT™

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REPUBLICANS

NAME	SOCIAL VIEWS	ECONOMIC VIEWS	FOREIGN POLICY VIEWS	OVERALL	SPEAKING ABILITY	MAGNETISM	POISE	HOME STATE
ANDERSON, JOHN	68	30	55	51	8	6	7	IL
BAKER, HOWARD	28	32	36	32	5	5	6	TN
BUCKLEY, JAMES	3	9	10	7	7	4	7	CT
BUSH, GEORGE	21	22	27	23	5	4	5	CT
CONNALLY, JOHN	7	7	16	10	8	5	6	TX
CRANE, PHIL	3	2	15	7	5	4	3	IL
DOLE, ROBERT	10	10	12	10	4	2	3	KS
FORD, GERALD	22	25	17	21	4	4	5	MI
HAIG, ALEXANDER	8	10	3	7	3	3	3	PA
HATCH, ORRIN	7	8	10	8	5	3	7	UT
HELMS, JESSE	0	1	2	1	4	1	4	NC
GOLDWATER, BARRY	1	5	7	4	5	4	5	AZ
KEMP, JACK	12	3	22	12	7	7	5	NY
LAXALT, PAUL	9	8	12	10	5	3	6	NV
LINDSAY, JOHN	93	93	80	84	4	5	5	NY
LUGAR, RICHARD	15	12	22	17	5	6	5	IN
NIXON, RICHARD	39	41	30	36	6	5	8	CA
REAGAN, RONALD	10	4	10	8	8	8	7	CA
ROCKEFELLER, NELSON	40	30	40	36	5	4	6	NY
SCRANTON, WILLIAM	27	32	15	25	5	5	5	PA
THOMPSON, JIM	26	21	28	25	5	4	6	IL
WEICKER, LOWELL	78	57	74	70	6	3	4	CT

DEMOCRATS

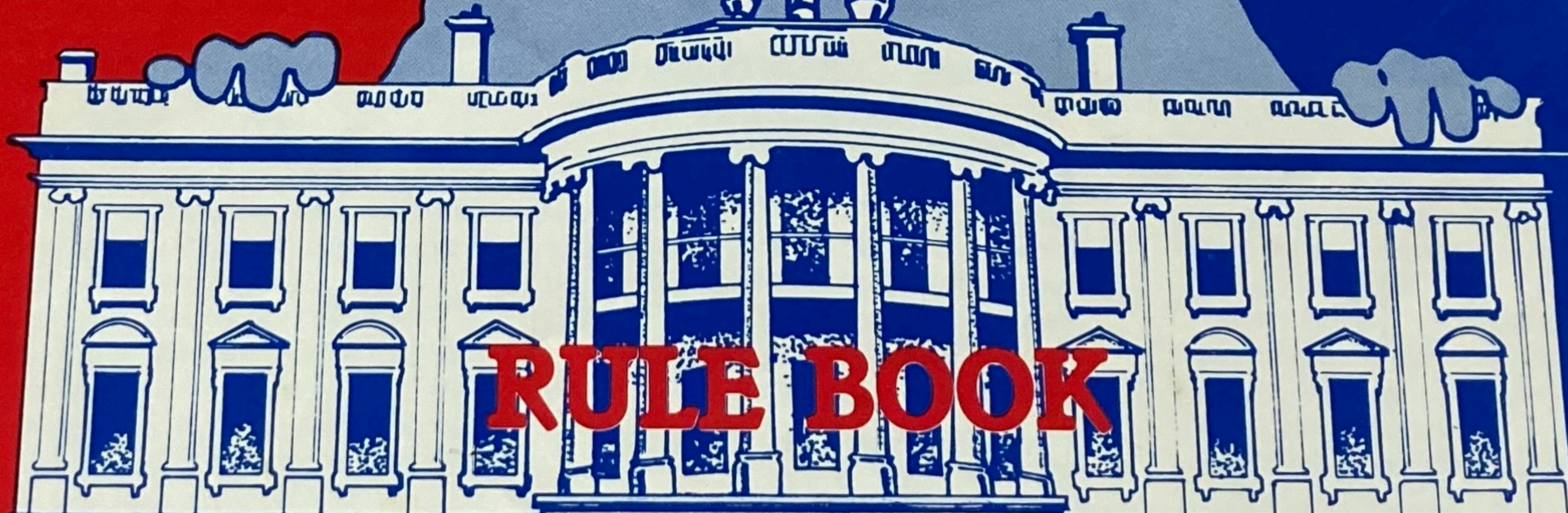
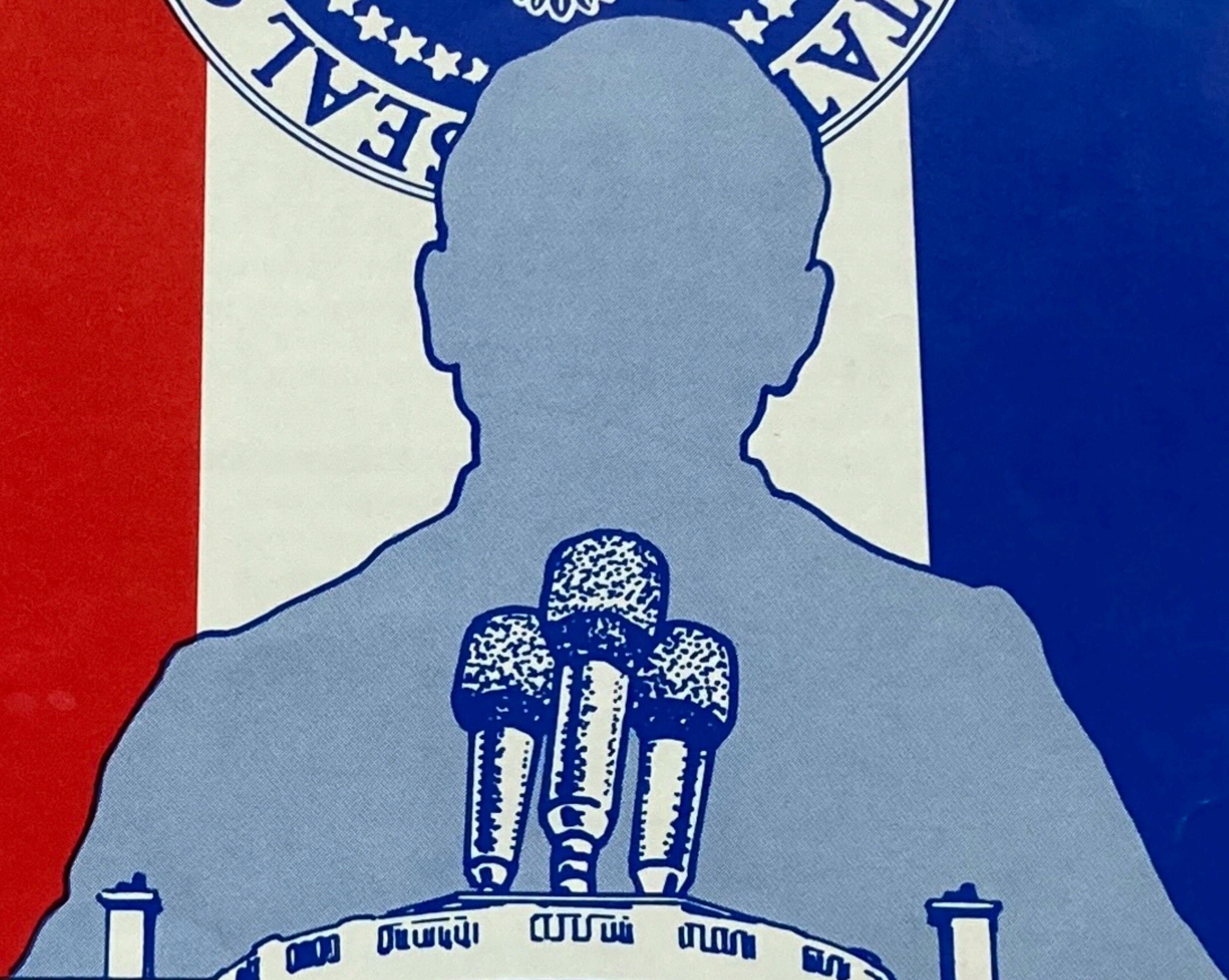
NAME	SOCIAL VIEWS	ECONOMIC VIEWS	FOREIGN POLICY VIEWS	OVERALL	SPEAKING ABILITY	MAGNETISM	POISE	HOME STATE
BRADLEY, BILL	79	63	71	71	6	7	7	NJ
BROWN, JERRY	82	40	86	69	4	4	4	CA
BROWN, JOHN	61	56	55	57	5	6	6	KY
BYRD, ROBERT	79	64	65	69	6	6	8	WV
CARTER, JIMMY	59	59	65	61	3	4	8	GA
CHISHOLM, SHIRLEY	97	100	98	98	6	3	3	NY
HUMPHREY, HUBERT	91	79	85	85	5	5	7	MN
JACKSON, HENRY	54	42	31	42	4	2	7	WA
JOHNSON, LYNDON	78	66	38	60	5	6	9	TX
KENNEDY, JOHN	84	57	37	59	7	8	7	MA
KENNEDY, ROBERT	91	82	70	81	7	8	8	NY
KENNEDY, TED	92	86	87	88	7	7	5	MA
MCCARTHY, EUGENE	86	81	97	88	4	7	7	MN
MCGOVERN, GEORGE	94	77	95	89	4	3	5	SD
MONDALE, WALTER	92	83	84	86	6	5	6	MN
MOYNIHAN, D. PATRICK	59	62	46	56	8	4	8	NY
MUSKIE, ED	82	75	74	77	4	5	4	ME
ROCKEFELLER, JAY	75	65	69	70	2	4	5	WV
UDALL, MO	72	74	82	76	3	4	5	AZ
WALLACE, GEORGE	11	36	8	18	6	6	4	AL
YOUNG, ANDREW	97	96	98	97	6	6	1	GA

THIRD PARTY

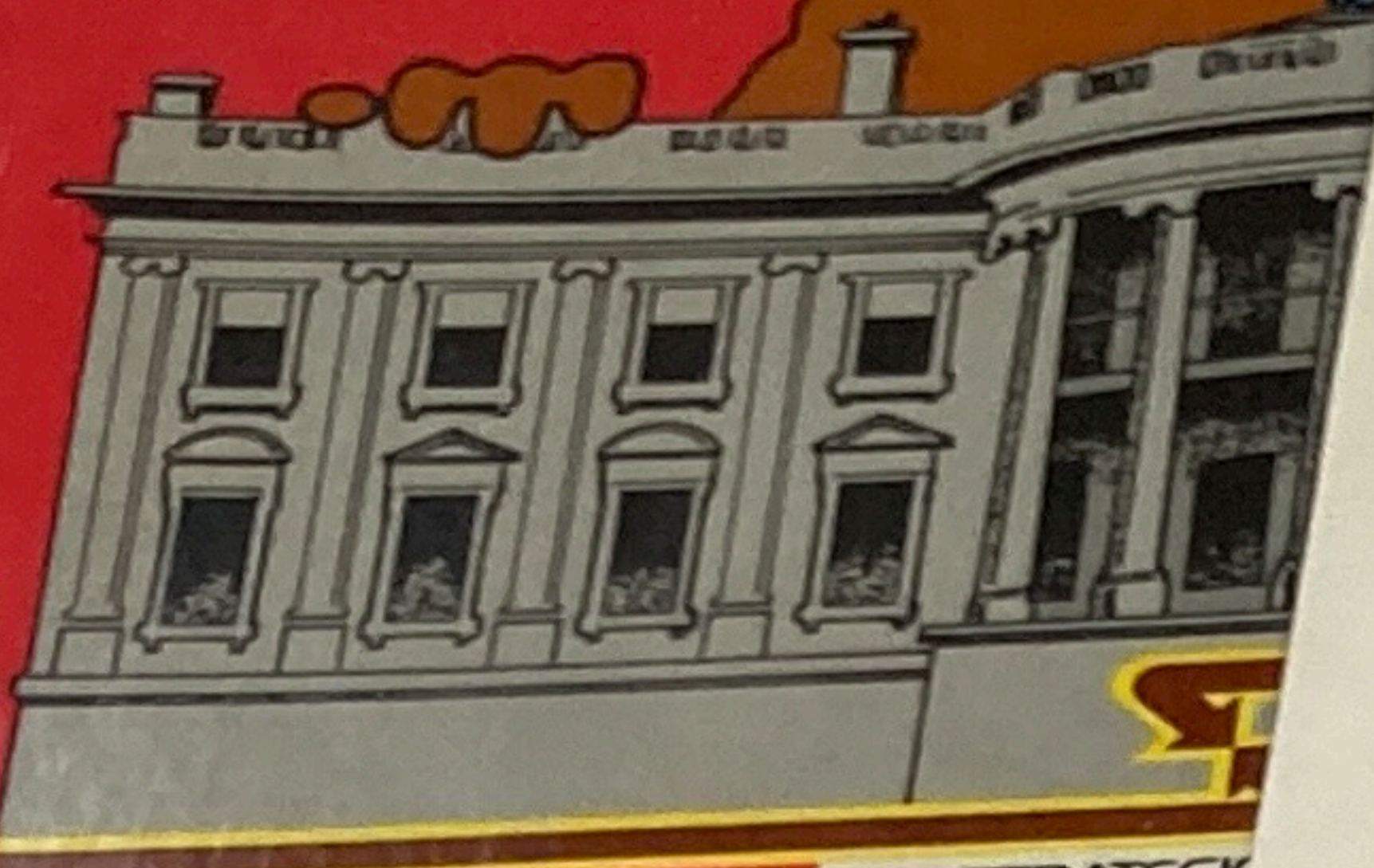
CLARK, ED	28	0	62	30	2	2	5	CA
COMMONER, BARRY	97	95	93	95	3	2	3	MA

0 (extremely conservative) 50 (moderate) 100 (extremely liberal) 9 (good/high) 1 (bad/low)

PRESIDENT ELECT™



STRATEGIC SIMULATIONS INC.



STRATEG

- ☐ Hi-Res color U.S. map shows candidates' weekly positions state by state.
- ☐ Includes weekly polls, current and future trends, crises, and debates.
- ☐ Election night coverage, complete with state-by-state results.
- ☐ 3-player game featuring Republican, Democrat, and Communist candidates — with computerized opposition.

upon who is the incumbent party took office, and the current conditions are.

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Ready. Set. GO! May the best-managed candidate win!

disc, rule book, 1 data card, 1 campaign strategy pad.

both the voters primarily concerned with the regional issues and those concerned with the larger, national ones. This advice is not meant, however, to stifle your creativity; there may well be situations where national advertising would be like using an axe to perform an act of surgery.

• **Individual State Advertising.** This is the narrowest, most effective form of advertising — for swinging a single state. If California is too close to call in the final week, you may see a need to use this form of advertising to help the voters arrive at the correct decision.

To indicate a state where you wish to employ this form of advertising, merely enter that state's postal abbreviation (e.g., "NY" for New York, "CA" for California). You have three opportunities per week to use this form of advertising. You may elect to use all, some, or none. To indicate "no state", press 'RE-TURN' when asked for which state you want. You may spend up to \$150 units in each of the three states, or you may, if you desire, indicate the same state every time, spending up to \$450 units in a single week for a particular state.

While this advertising is highly effective, it is very "expensive". While \$1 unit of national ads may swing thousands of votes, \$1 unit of individual state ads may swing only hundreds. The power of this tactic is in its concentration. It should be used only in special situations because of its costs. No manager can really afford to mount narrow attacks on a consistent basis: the sacrifices in other areas are too great.

Used in tandem with all other forms of campaigning, this kind of advertising is most effective. First, the manager allocates a healthy amount of national advertising. Then, he spends the maximum for a target region. He follows this up with a good dose of state advertising. Finally, the candidate himself comes in for a few campaign stops. If the region is close and there is no significant opposition, the overall

effect should be very gratifying. Of course, no one can afford to do this too often.

• **Campaign Stops.** Finally, we reach the most publicly noticed and traditional form of campaigning — speeches and appearances by the candidate. This is the most free-wheeling and effective campaign tactic of all, and it takes on greater importance as the game progresses. That is, the effect of a campaign stop increases slightly with each passing week.

There are drawbacks, however. First, the cost of a stop is not inexpensive, as these extravaganzas require much planning, organization, staff work, plus travel for the entire entourage. Second, the candidates are limited by time — (they can make a maximum of 35 stops in a week, less in weeks in which they take trips — and, just as important, their human condition. In other words, even the best of them get tired after a while, becoming more susceptible to gaffes and other ill-considered moves.

On the other hand, as candidates they are expected to actively campaign. Undercampaigning may conserve money, but is viewed dimly by the press and general public. While holding back for a big finish is a fine campaign strategy, it can be overdone. There is no "optimal" number of stops, just as there is no reliable, "scientific" way to run a campaign.

Candidates incur campaigning cost when they elect to go to a region, when they elect to go to a state within a region, and for each stop they make. For example, if a major party candidate wants to make a swing through the Pacific Coast region, making one stop in Oregon, two in Washington, and three in California, he must pay \$45 units for entering the region, \$20 units for each state entered (\$60 units), and \$35 units for each stop, or \$210 units. The total cost of the swing will be \$315 units. Costs are lower for third party candidates, as their appearances tend to be low-budget affairs.

Campaign stops have a diminishing marginal effectiveness. In other words, the difference between making one stop in a state and two will be much greater than the difference between eight and nine. As a rule, it is seldom worth making more than five stops a week in a single state. It is much more effective to revisit a state in following weeks. The additional cost is made up by the better effect.

Candidates with greater magnetism and speaking ability have an edge over their opponents in campaign stops, as in all forms of advertising. Here, however, the edge is more pronounced. A good campaigner is urged to press the campaign home through more stops. Under no circumstances should advertising be neglected, because a candidate cannot speak everywhere at once, but a good speaker should use his edge as much as is practical. Over the course of a campaign, this edge should be manifested in the polls.

5. Intelligence Phase.

Once the last candidate has completed his turn, there will be several beeps. This will signal other players to return to the terminal. When they are all assembled, any key should be pressed to begin the weekly campaign summary. Shown will be the candidates' approximate spending in each region and state for the week just past. Figures are inaccurate by up to 10%, just to keep the players unsure of the exact amount their opponents are spending. The inaccuracy is not enough to hide any states where candidates are making significant efforts. Also listed is the number of stops made by each candidate in each state.

The amount indicated by each state includes overhead, all forms of advertising, and campaign stops. Overhead and national ads are spread around the country, with states having more electoral votes receiving proportionately more. Regional ads and regional campaigning costs are distributed to states within the region, again with larger electoral states receiving proportionately more. Individual state ads and state campaigning costs are added in undiluted form.

The numbers can be misleading if you let them be. You must always remember that different kinds of campaigning have different effects. Overhead, which is included with the figures, is valuable in concept but not in game terms. California, which represented 8.36% of all electoral votes in 1980 (45 of 538), would receive \$83 units of every \$1000 units spent in national ads. However, \$83 units of national advertising is not nearly as effective as \$83 units of campaigning or individual state advertising. In short, the figure is useful as a rough estimate of where the opposing candidates made an effort in the week, and where they didn't. The summary, along with the weekly polls and projections, should give many clues as to opposition strategy, and perhaps suggest what your own strategy should be.

Summary "pages" are viewed until all candidates agree to go on to the next. There is no time limit on the digestion of information.

6. Debate Phase

All candidates, in turn, express their desire to debate or not to debate. This expressed desire has nothing to do with whether the opponent is willing to or not; it merely indicates that the candidate has, during the week, indicated that he would be willing to debate. If a candidate is willing to debate but he knows his opponent is unwilling, he should still indicate his willingness, as he will receive a small sympathy vote for his frustration. This advantage is not large, so unwilling candidates should not feel forced to debate.

Once all candidates have registered their disposition towards debating, the computer checks to see if there are two or more candidates willing. If there are, the candidates must either agree, or not agree, to debate. If any two or more candidates agree, the campaign process is immediately interrupted and a debate takes place. If the candidates cannot agree for some reason, the game proceeds to the next phase.

As an example, if the Republican is unwilling to debate, but the Democratic and Communist candidates are willing, the Democratic and Communist candidates must either agree, or not agree, to debate at once. Agreement comes only by mutual consent; candidates can never

be forced into debating. In this case, since any gain by the Communist would probably cut into the Democrats' constituency (just as a KKK candidate would probably cut into the Republican), the Democrat would probably be best off to flatly refuse.

If one of the candidates needing to agree or disagree is being managed by the computer, then the one human-managed candidate should enter his answer alone. The computer will separately decide whether or not to agree. The decision will be immediately flashed on the screen. Obviously, if the human does not agree, the debate cannot come off.

Debates consist of between two and six questions on 1980 issues with the candidates deciding on the number before the debate begins. (Note: We would have liked to have included questions from every election year, but they take up gobs of disk space.) There are 45 questions possible, on social, economic, and foreign policy issues. Once a question is asked during a campaign, it is never repeated. Consequently, no two debates are exactly alike. Some questions are weightier than others. You must intuitively figure out which ones these are (almost impossible in itself). Each question consists of an initial answer and a rebuttal by all participants. (Three-way debates are possible).

Each candidate is required to enter the percentage of time that will be devoted to each of five possible lines of argument. The distribution is entirely up to the candidates, though no more than 100% of the time allotted may be used. (If you accidentally exceed the limit, the time will be redistributed proportionately to equal 100% — since this is not always desired, don't make the mistake.) The different lines of argument are broad and somewhat ambiguous because, as you can easily realize, the true possibilities in a debate are much larger than those provided. For the sake of playability and programability, the options have been narrowed.

The object of the debate is to outpoint your opponents by skillfully allocating time and being lucky enough not to commit mistakes. There are two kinds of points — regular "points" and "intangibles." Regular points are things like damaging (or positive) statistics, well-

stated points of view, or trenchant criticisms of the opponent's position. In short, the use of logic and reason. Intangibles are almost everything else — ease of delivery, confidence, general demeanor, sense of humor (if called for), relationship with the viewing audience, and so forth. This is the area in which Kennedy beat Nixon in their first debate, and which Reagan beat Carter in their only debate. Points scored either way are equally important in the final analysis of who "won" and "lost."

Some lines of argument, such as "Discuss Relevant Considerations", "State Own Position", or "Attack Opponent's Position" are more heavily weighted in regular points than intangibles. Others, such as "Kill Time", or "Criticize with Witticisms", are more heavily weighted in intangibles than regular points. The exact relationships we will not divulge; the last thing intended in this game is for someone to methodically calculate what would be the optimum course on a given question. (Theoretically, there is one on every question, but we haven't bothered to figure out exactly what it is.)

There are penalties for overdoing it in some lines of argument. For example, really pasting the opponent with moral indignation will make you look like a hothead, and have detrimental effects. If you kill too much time, you may be loved but not respected. Discussing the considerations too much will make you look like an egghead, and not decisive enough. Contrasting too much will make you appear deferential; too many witticisms, a clown. So... read the question carefully, gauge what your opponent might do, and make a gut answer. That is what they do in real life.

Candidates with greater speaking ability and magnetism will generally outpoint their opponents, unless they commit gaffes. If a candidate happens to be strong in one area but weak in another, he should work his strength as much as possible. His advantage may make up for the deficiency.

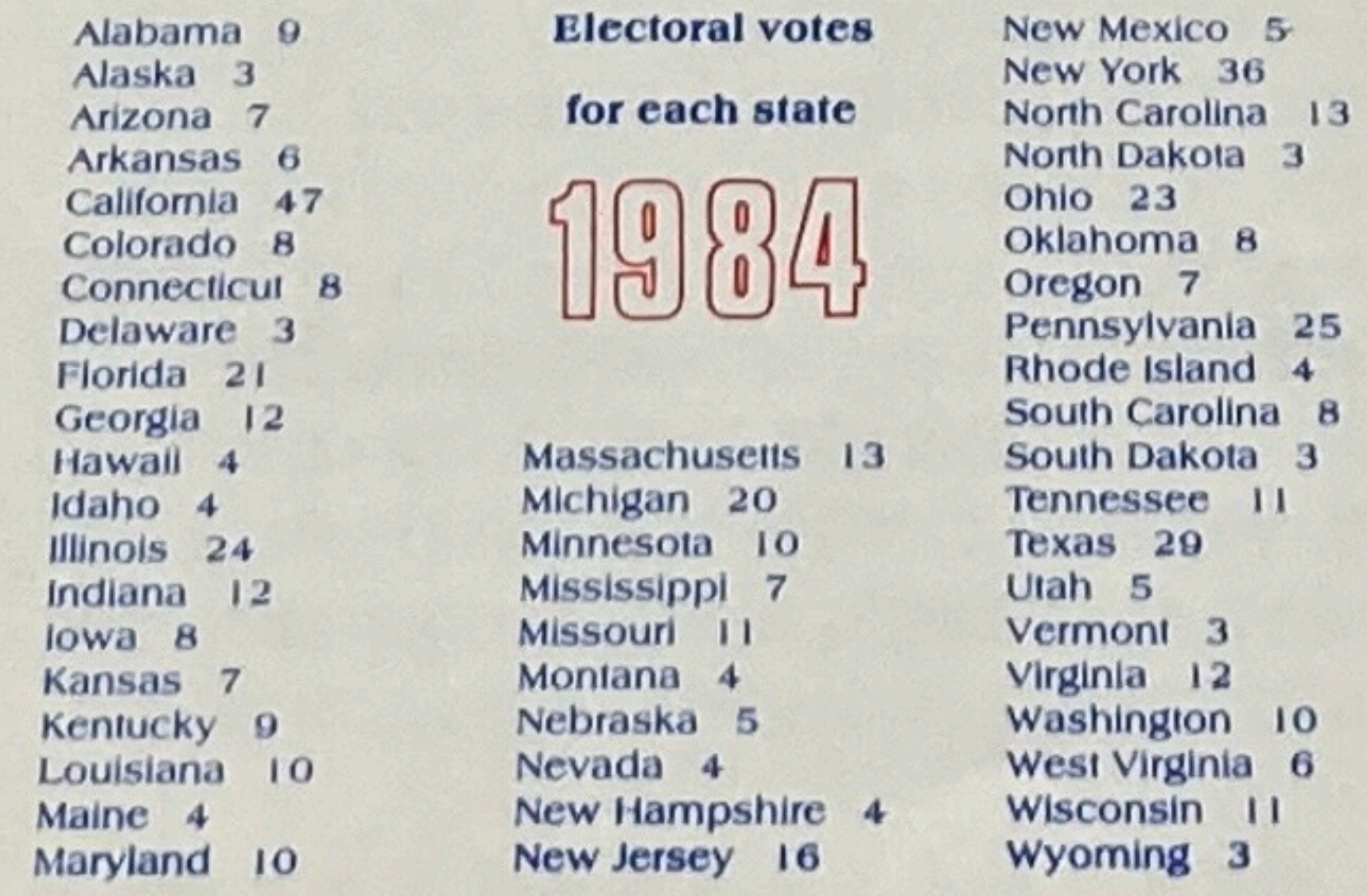
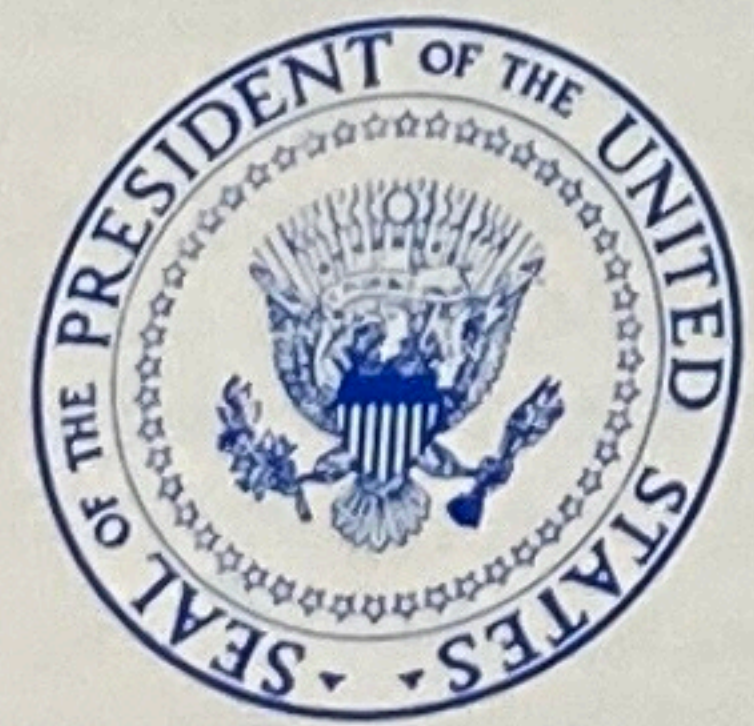
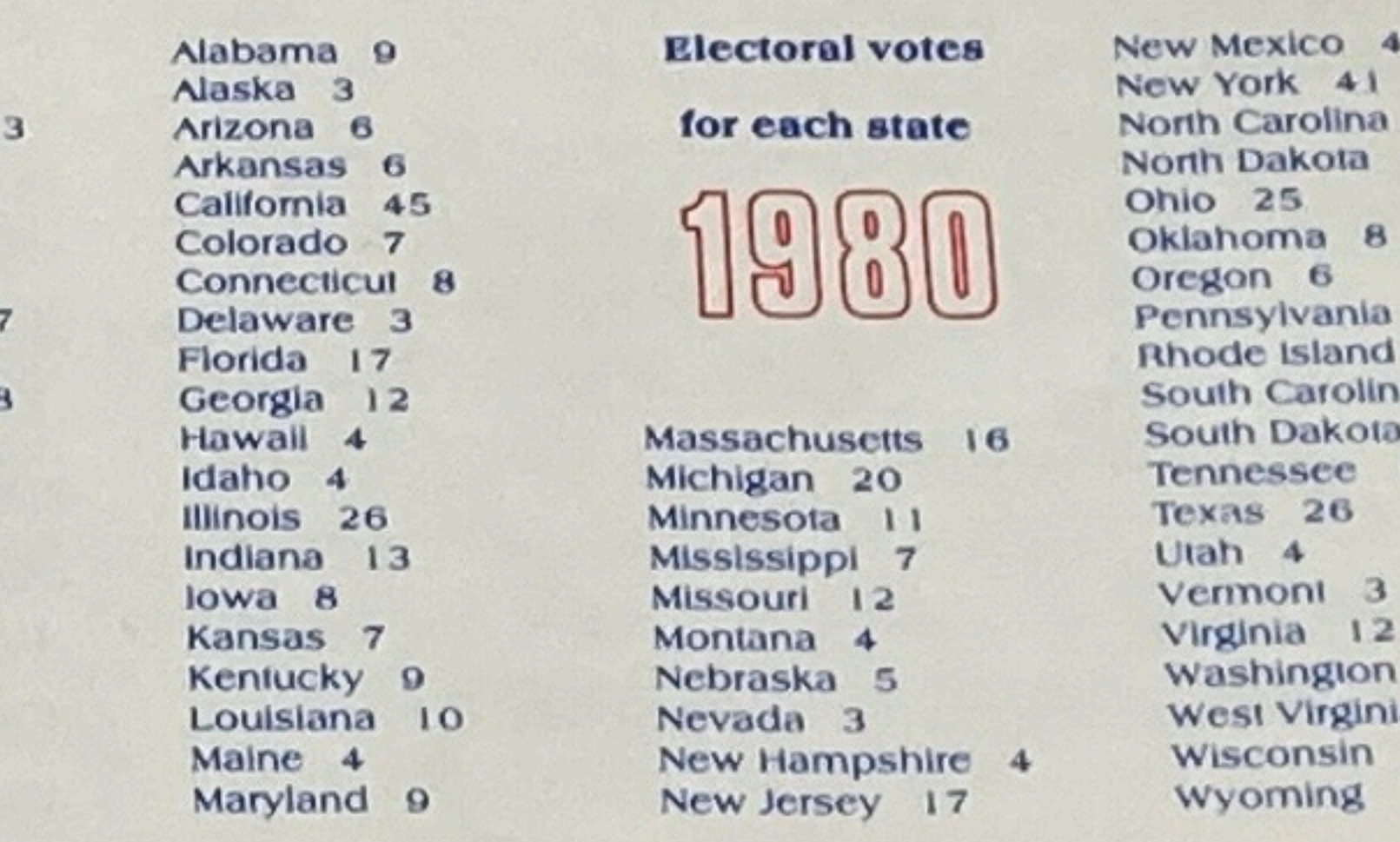
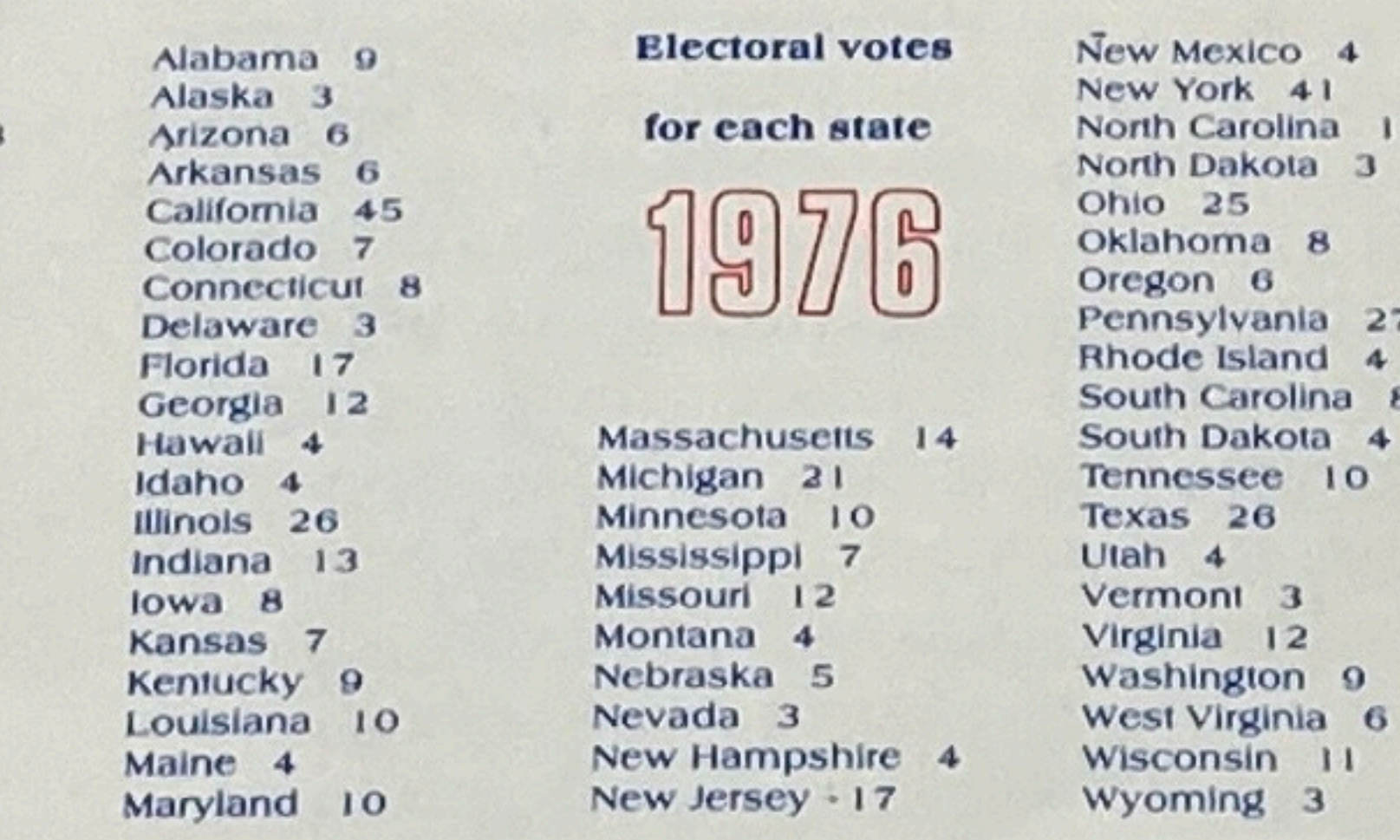
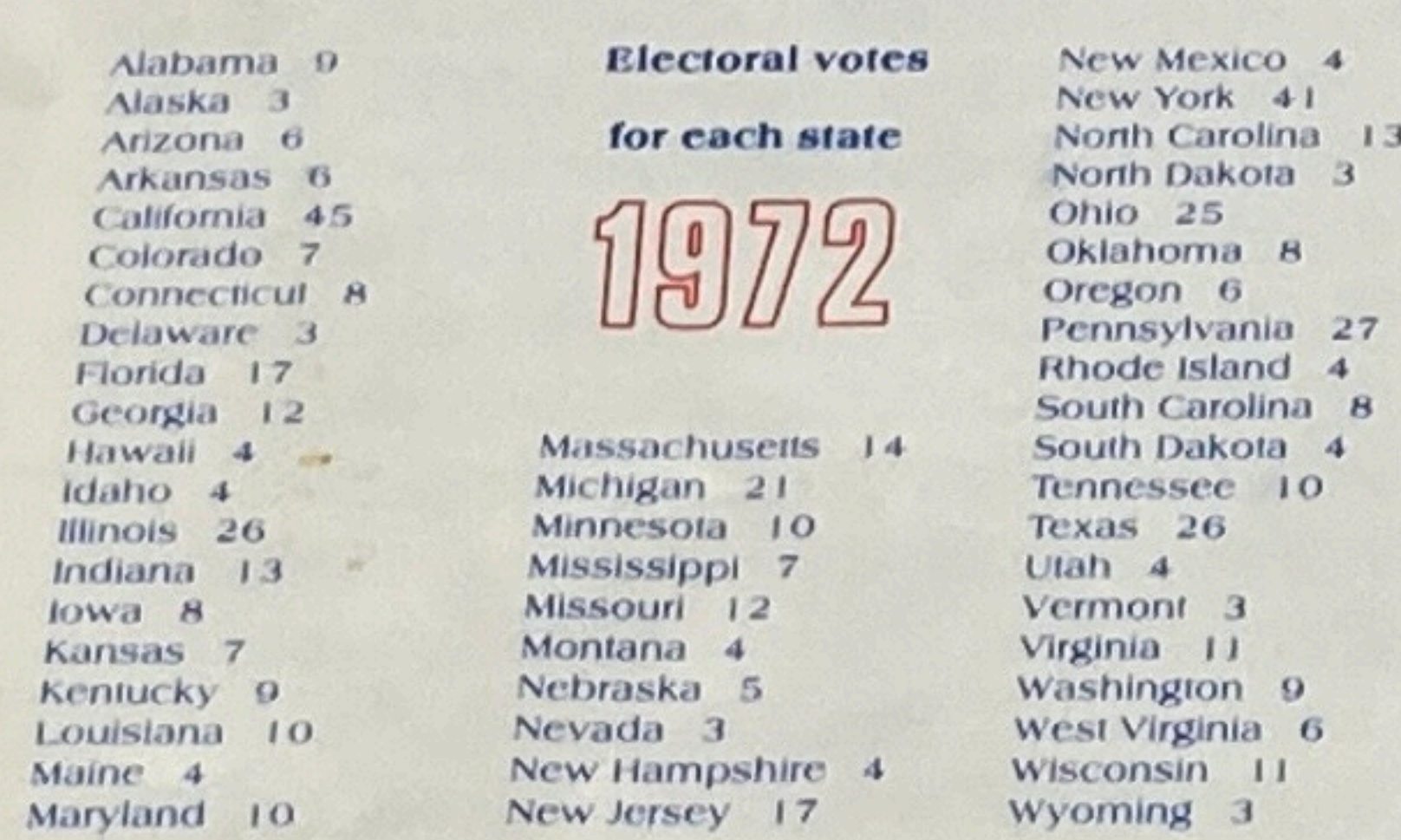
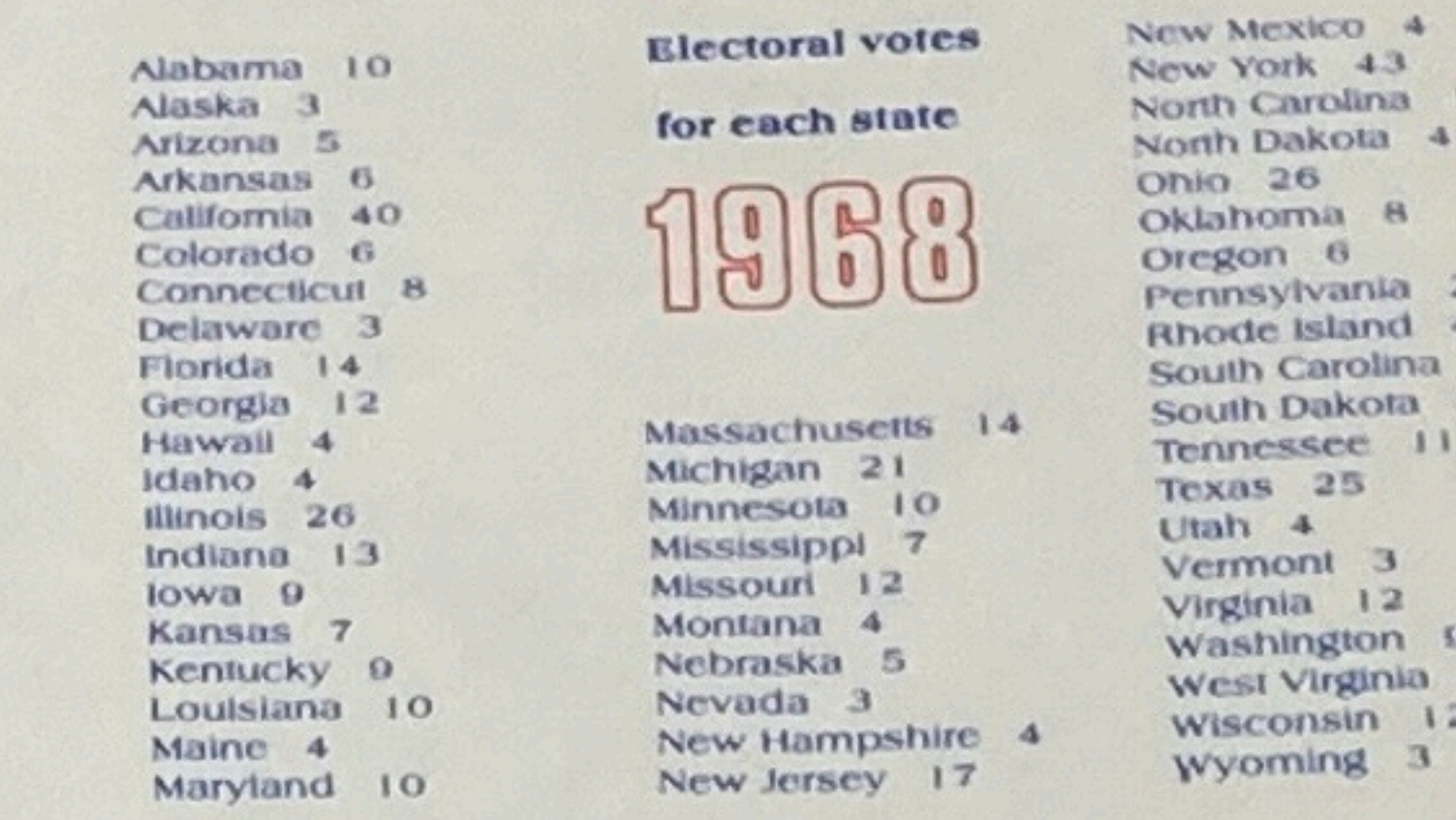
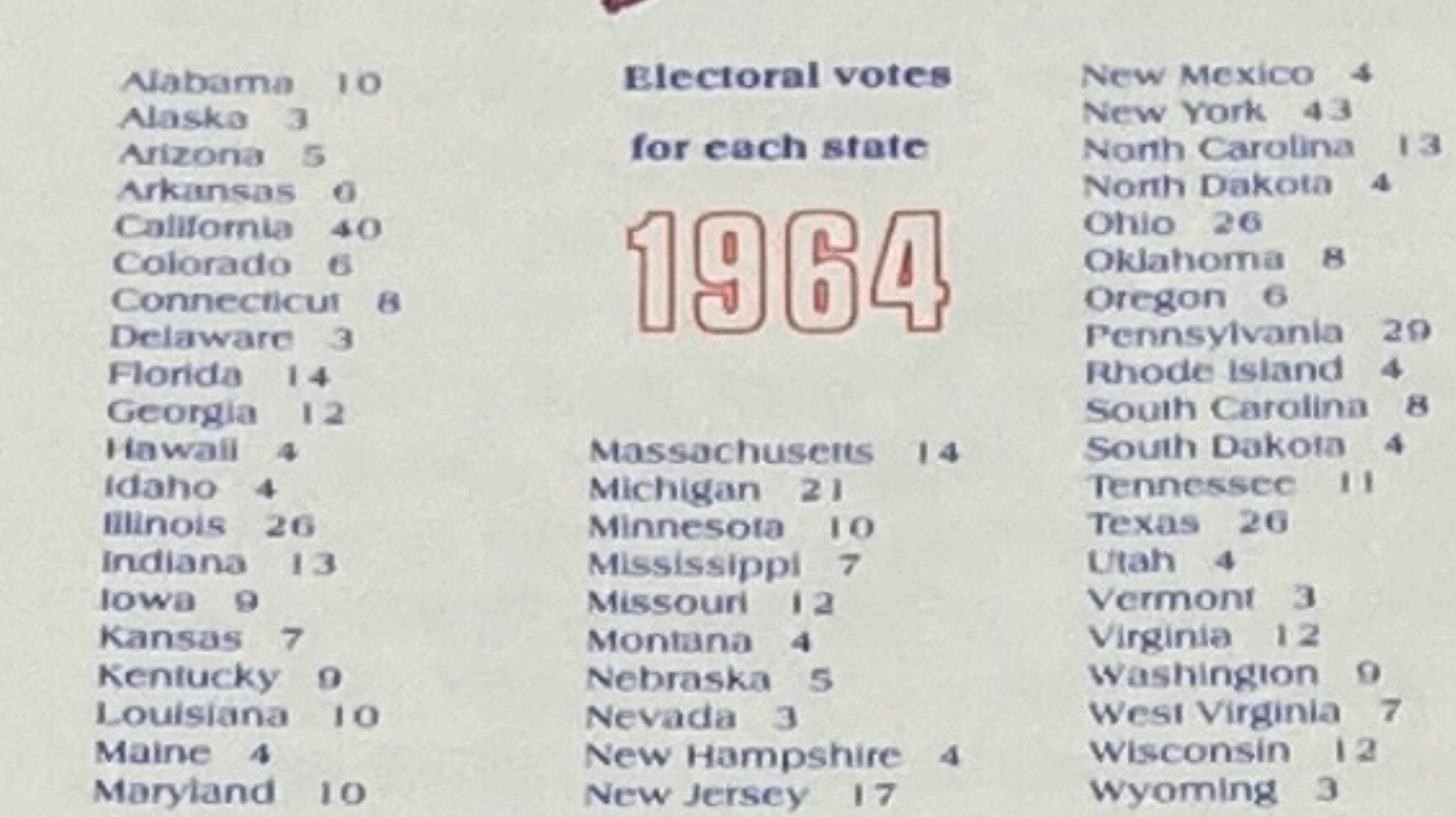
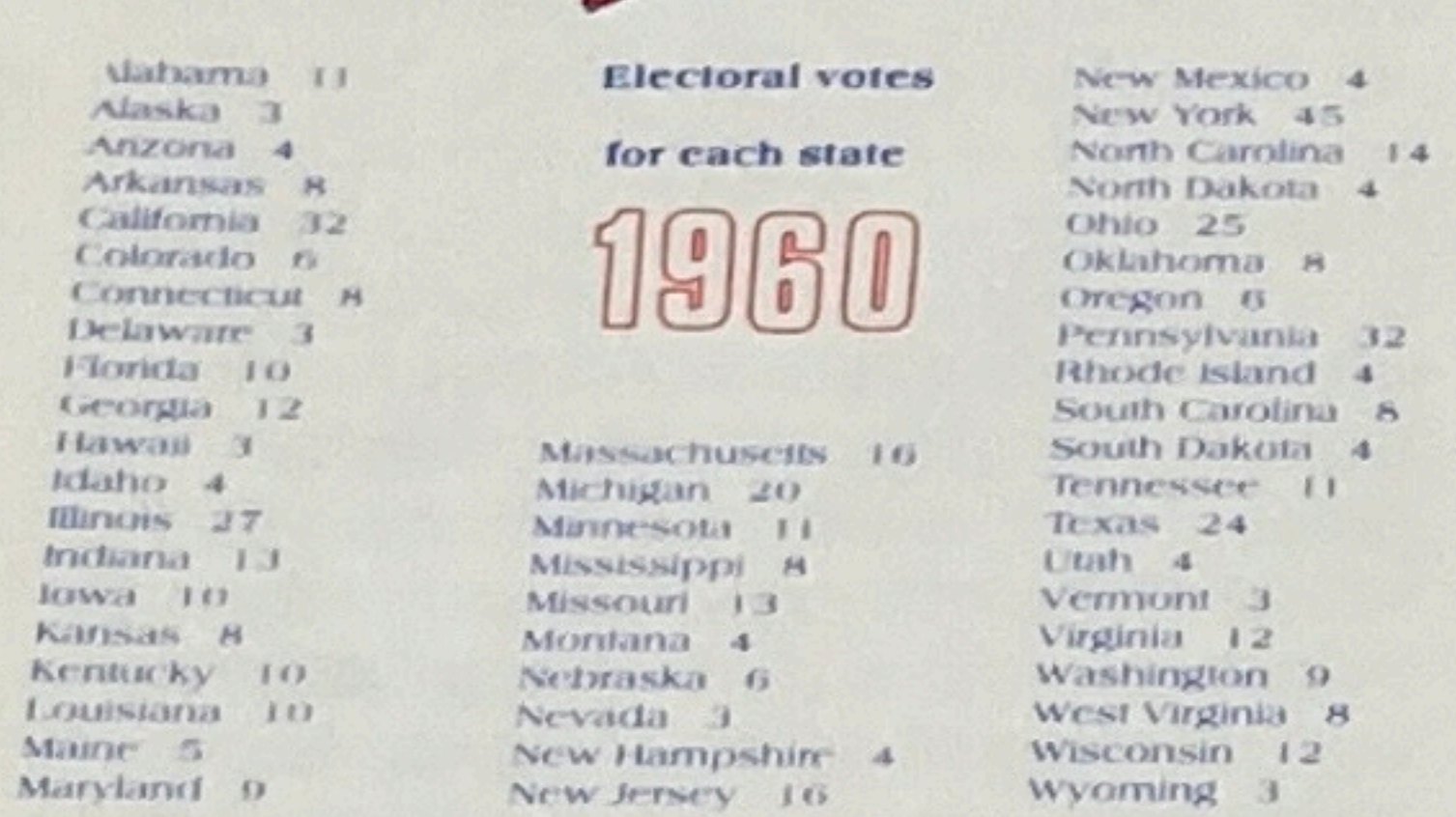
Some lines of argument are riskier than others when it comes to making a gaffe. The safest line is killing time. The most dangerous (and probably most intellectual) is discussing the relevant considerations. (It is easy to stumble under the intense pressure of a debate.)

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Ready, Set, GO! May the best-managed candidate win

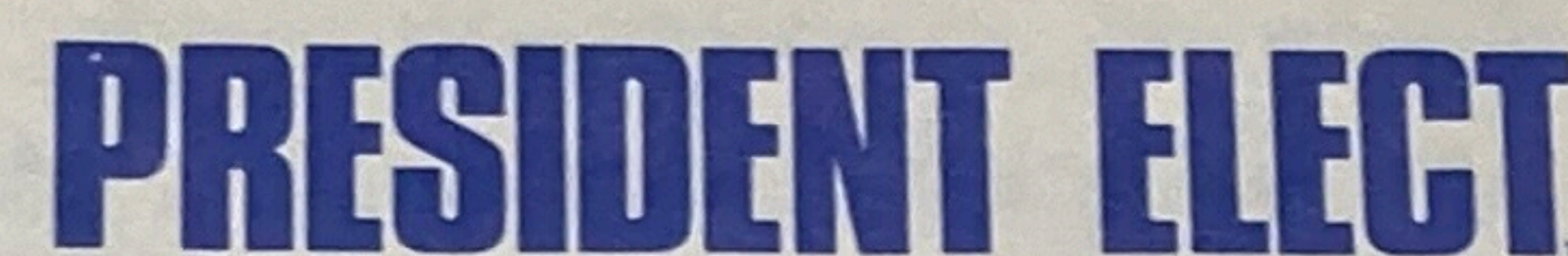
STRATEGIK

- Launch campaigns from 1960
- Candidates, or create your own
- Relevant issues.
- State advertising.
- To avoid exhaustion.



☒ **Democratic**
☒ **Republican**
☐ Independent

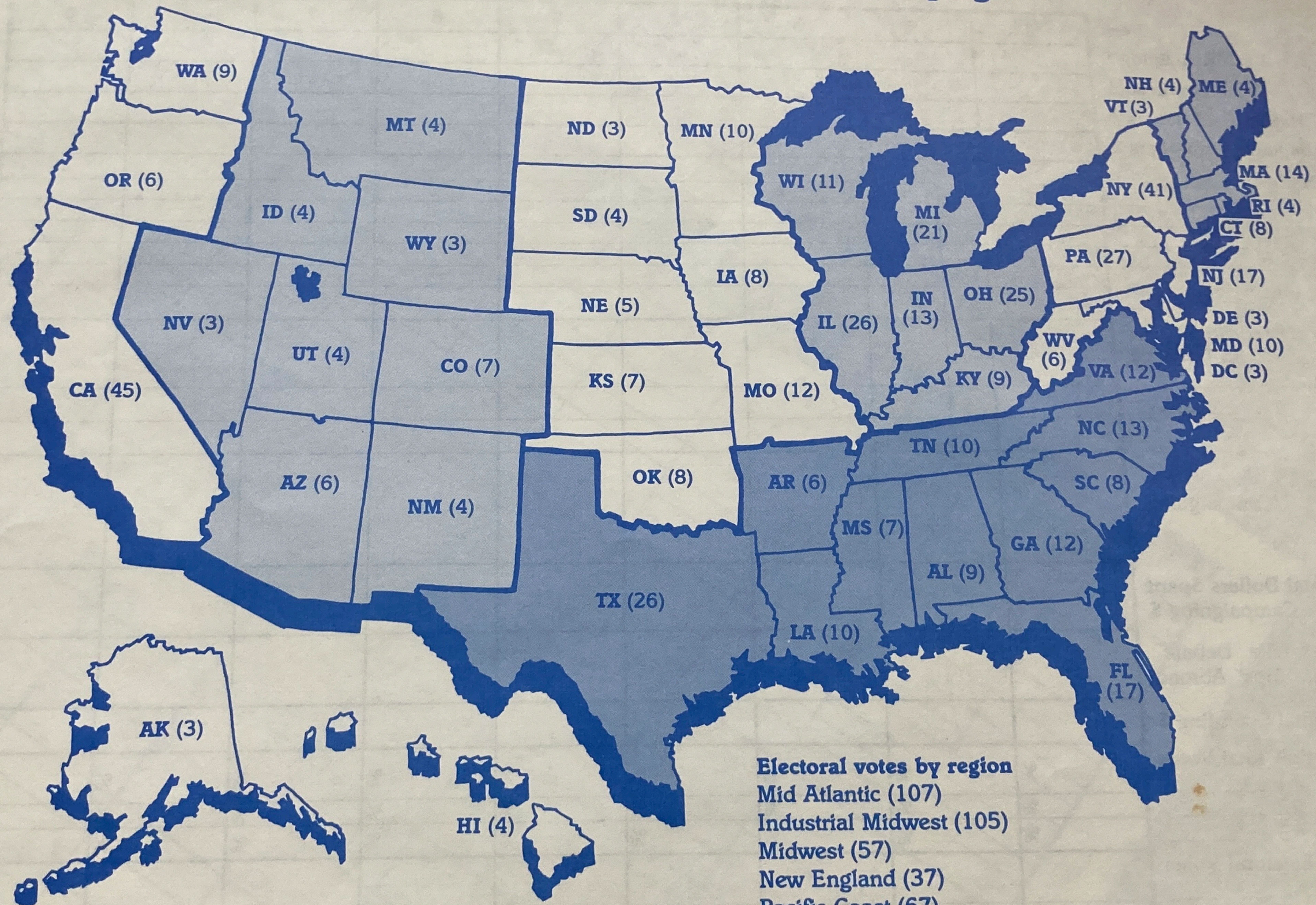
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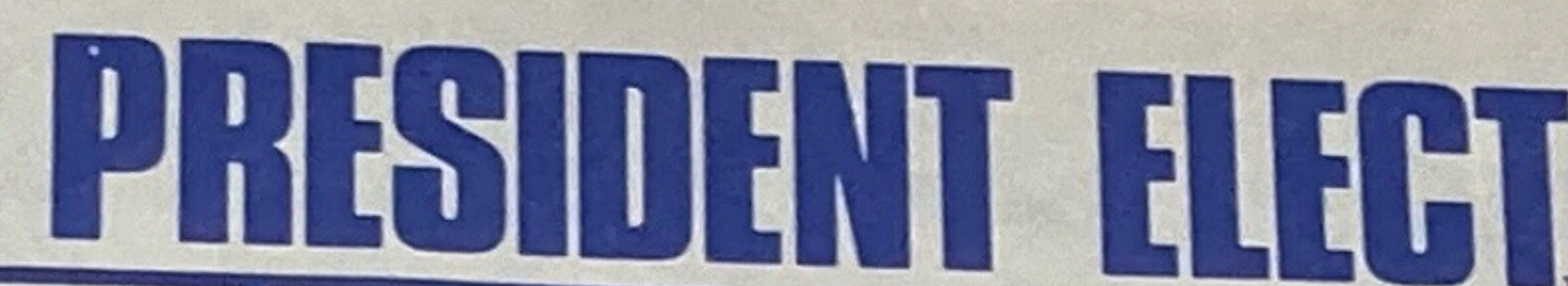
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Electoral Votes per State as of 1980 Campaign



Electoral votes by region
 Mid Atlantic (107)
 Industrial Midwest (105)
 Midwest (57)
 New England (37)
 Pacific Coast (67)
 South (130)
 West (35)
Total Electoral votes (538)

A close-up photograph of a red and white box. The top flap is white and features the text "card; 1 campaign strategy pad." and "candidate win!". The box is resting on a wooden surface.



CAMPAIGN STRATEGY SHEET

CANDIDATE

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SPORTING SCENE

THE SHORT, IMPRESSIVE LIFE OF THE FIRST PRESIDENTIAL-ELECTION VIDEO GAME

By Charles Bethea October 6, 2015



Ronald Reagan and Walter Mondale, in 1984. Photograph by Ron Edmonds/AP

In 1978, after finishing a tour in the Army with the 82nd Airborne Division, Nelson Hernandez enrolled at Marshall University, in West Virginia, where he took an entry-level computer-science course. A year and a half later, having become proficient in the BASIC programming language, he read about Apple's latest offering: the Apple II+. In August of 1980, he bought one of the clunky machines. "I remember it cost me eighteen hundred dollars," Hernandez, who is fifty-nine years old and lives in Austin, Texas, told me recently. "A tremendous sum for a college student on an

PRESIDENT ELECT™



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